

Fairway Systems launches Internet site

ENGLEWOOD, Calif.— Fairway Systems, Inc. recently launched an Internet-based reservation system with the support of a \$15-million capital infusion.

The product, to be branded under the E-Golf moniker, comprises three modules: "I," the Internet Edition, offering golf courses the opportunity to pub-

lish tee times on the Web free of charge; "S," the Standard Edition, an electronic tee sheet and POS solution for a single course, including Internet access; and "P," the Premium Edition, a comprehensive golf software solution designed for multiple courses operated by a single owner, regional destination or

management company.

The Internet strategy was developed by Organic, a San Francisco-based Web integration firm. The theme of the site will be about "getting things done on the Web relating to golf."

The site will offer direct, real-time access to a vast aggregation of tee time inventory initially targeting 20 metropolitan areas within seven countries

TSC RESHUFFLES MANAGEMENT DECK

MYRTLE BEACH, S.C. — TSC Golf Inc., a Myrtle Beach-based management company, has made some upper management changes. Steven Taylor has been named chief financial officer and Scott Baugh as the assistant chief financial officer. Darrell Childers has been named chief operations officer with Janet Friddle Danehart as assistant chief operations officer. Jennifer Paumier has been promoted to director of accounting. TSC Golf is a design/build and management company that is managing several Grand Strand area courses.

GolfSwitch signs on with GolfServ

SCOTTSDALE, Ariz. — GolfSwitch, a maker of tee time connectivity software, has signed an agreement with GolfServe Online Inc., a provider of personalized golf content and services to 180 Internet sites, giving course owners access to potential customers.

The agreement means golfers can use GolfSwitch when they book tee times online through all GolfServ syndication partners, which include Internet sites like CNN.com, chipshot.com and USATODAY.com.

GolfServ will use GolfSwitch's software to add tee time reservations to its existing services that allow golfers to track their handicap and playing performance, find detailed information on 20,000 golf courses worldwide, and obtain private lessons from golf professionals.

More than 250 courses now have the ability to broadcast their tee times with GolfSwitch marketing partners such as America West Airlines Vacations, Delta Airlines Dream Vacations, Pam's Golf, Resort Suites of Scottsdale, and PGA.com. GolfSwitch software enables marketing partners to access and book tee times at multiple golf courses in multiple cities in real time.

eteetime.com

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said. He expects to strike agreements with some major, multi-course operators sometime in the near future.

"I think any operator with more than 50 courses will have signed up with an Internet partner before this summer," Stone said. "They can't afford to get too far behind."

"The convenience factor is unbelievable," he added. "Nobody likes calling the pro shop only at designated hours and waiting on hold to make a tee time. This way you can book your tee time on the Internet early in the morning or late at night and be done with it."

"The days of having to call or make sure your buddy is at the pro shop at a designated time are disappearing."

GOLF COURSE NEWS

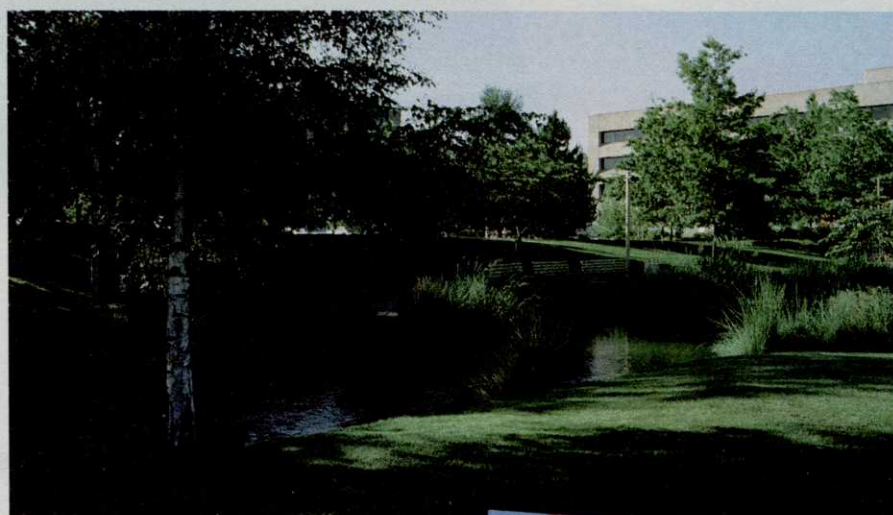
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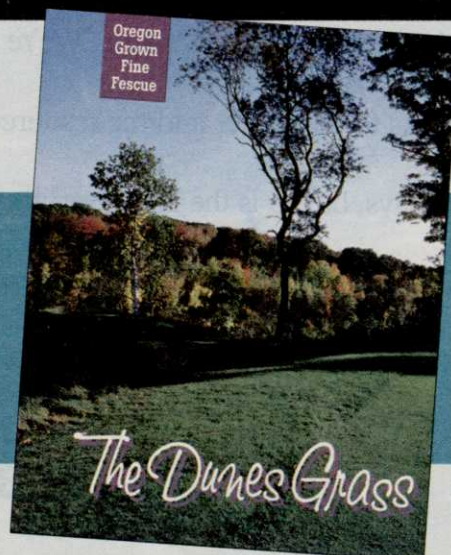


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